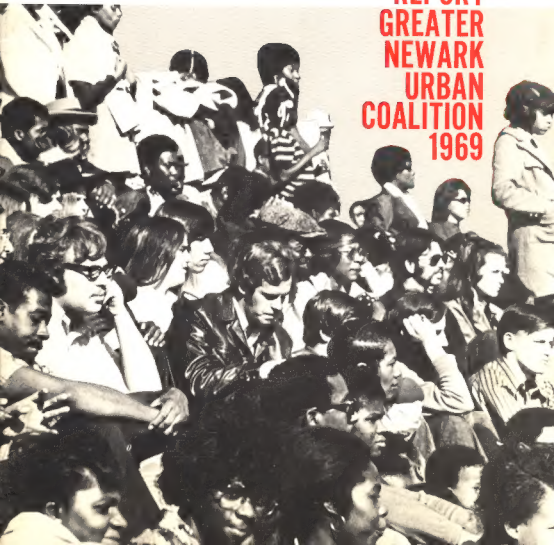


**FIRST
ANNUAL
REPORT
GREATER
NEWARK
URBAN
COALITION
1969**



GREATER NEWARK
URBAN COALITION Room 605
24 Commerce Street
Newark, New Jersey 07102
Tel: (201) 624 - 7475

The National Urban Coalition

2100 M Street, N.W.
Washington, D.C. 20037
(202) 293-7625

Chairman
John W. Gardner

Co-chairmen
Andrew Heiskell
A. Philip Randolph
Whitney M. Young, Jr.
W. D. Eberle



In Newark as in many other cities across the nation, the Urban Coalition has demonstrated that the diverse elements of our society, if they will work together, can find constructive solutions to the problems that are wracking the nation.

I am proud of the growth of the Coalition movement. Three years ago it didn't exist. Today some ten thousand Americans are involved in it, working to correct the inequities and injustices that blight our national life, striving to overcome fear and hatred in their communities.

You have reason to be proud of the accomplishments of the Greater Newark Urban Coalition. In the extremely difficult period of his chairmanship, Don MacNaughton set a remarkable standard of leadership for your new chairman, John Farrell. Gus Heningburg is an exceptionally able executive director. But the success of your Coalition—of any Coalition—is dependent not solely on the wisdom of its leadership, but on the will of citizens who want to build a better community for themselves and their children.

A handwritten signature in dark ink, which appears to read "John W. Gardner". The signature is fluid and cursive, with a long horizontal stroke at the end.

John W. Gardner
Chairman
National Urban Coalition

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President
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Corporation



Joe White,
Columnist
The Evening News



Miss Bernice Bass,
WNJR Radio

TO THE CITIZENS OF NEWARK:

The Greater Newark Urban Coalition is part of a national organization founded on the premise that the American city and its people are too valuable to be allowed to suffer further decline.

In Newark, as elsewhere, great numbers of people with a broad range of ethnic and economic backgrounds have a common stake in the future. They share in the need to bring order and reform to the effort to solve our urban-based social and economic problems.

Poverty, poor schools, welfare problems, alienation between police and ghetto residents, substandard and insufficient housing, unemployment, environmental pollution, inadequate health facilities and programs and racial tensions: All of these problems and many others are of deep concern in one way or another to everyone in the city—businessman, black resident, white resident, American-born, Spanish-born, liberal, conservative, radical and moderate.

The Greater Newark Urban Coalition was founded in April, 1968 to bring together many diverse interests, some of them seemingly irreconcilable, in one institution dedicated to seeking common ground and to promoting common effort to achieve common objectives. The concept upon which the Urban Coalition is founded does not envision the elimination of all differences among the various elements and groups in the community. Rather it is dedicated to placing emphasis on the things which can be achieved in common, for the good of all, despite differences.

The period covered in this report, includes the first full calendar year of operation for this organization which is one of 50 separate Urban Coalitions around America.

Out of the shambles and disarray which have marked much of America's recent urban life, the search for solutions to the problems of the city has been generally frustrating, often discouraging and sometimes fruitless. But the search is worth the effort, for the ultimate reward can be the greatest America we have ever known. Our cities, despite the fact that they have bent and wavered under the weight of their problems, have the potential to provide the most advanced form of economic, social and cultural existence in the history of mankind.

Everyone stands to gain from the realization of these objectives. It is the purpose of the Greater Newark Urban Coalition to draw upon all those who have it within their means to contribute to the realization of this urban dream - businessmen, residents, corporations, professional organizations, civic groups, religious groups, and the ordinary citizen of any race.

Newark's problems, like those of nearly all cities, have been growing for decades. The total community assault on these problems was begun only recently. The Urban Coalition, which seeks to play a productive role of leadership in this effort, is even younger. The activities of the Greater Newark Urban Coalition as yet are hardly more than an embryo of what it can do, and will do, for Newark and its people in future years.

If we fulfill in the Seventies the promise of our beginning we can be firmly confident of the contributions we will make to Newark's future. We have the potential to promote harmony among all groups, and to bring out the best that each individual has to offer his community.

John E. Farrell
Chairman of the Board

Gustav Heningburg
President



Gustav Henningburg, center, President of the Greater Newark Urban Coalition, reviews the activities of The Coalition's first 18 months with Donald S. MacNaughton, left, first Chairman of the Coalition, and John E. Farrell, who succeeded Mr. MacNaughton as Chairman.

THE COALITION AND IT'S MISSION

The Greater Newark Urban Coalition was formed to insure that everything possible would be done to improve the quality of life in Newark. In a city with problems both overbearing and complex, that objective posed an enormous challenge.

No one organization can bring about all of the broad, community-wide changes needed to make life a dignified experience for all the citizens of Newark. No one agency can do everything needed to combat poverty, improve schools, eliminate discrimination, create new jobs, deal with health and welfare problems or combat narcotics traffice and other crime. Nor can a single organization wipe out the suspicions and negative feelings which exist among some of the city's ethnic groups. But there must be one agency which insures that there is a worthwhile effort, properly sponsored and supported, to deal with all of these problems.

This is the mission of the Greater Newark Urban Coalition: To see that no stone remains unturned to improve life in our city, to deal with its manifold problems and to provide channels through which even the bitterest of protagonists can somehow communicate.

The Coalition, since its inception, has concentrated on providing initiative through which other organizations would be encouraged to act for the good of the community. It has sought to eliminate overlapping or conflicting social improvement programs, and to encourage bold and fresh approaches, tempered by realism. The basic aim in every instance was to see that a job was done well. The question of who did it was secondary.

This often has meant enlisting the aid and support of other groups or organizations to accomplish specific objectives. Sometimes the Coalition has begun a job, then stepped back, to allow others to take over full responsibility.

This is a report on the variety of activities which the Greater Newark Urban Coalition has initiated or encouraged.

The record, as outlined here, is just a start. But in the years to come, everyone interested in Newark, can look forward to a program of activity which will broaden in scope and effectiveness.

A LOAN PROGRAM: Banks to Minority Business

It has often been said that the ghetto dweller's strongest desire is to share in the American dream. But in a free enterprise system it is hard to realize the dream without capital. Minority groups generally lack the resources needed to start or build a business or to generate any of the economic activity through which wealth and jobs are created.

Through the efforts of the Greater Newark Urban Coalition, a program of major social and economic significance was initiated in 1968 to promote business lending in the ghetto. Through this plan the city's leading commercial banks, brought together by the Coalition, agreed to make available \$1,000,000 for loans to minority business ventures. It was one of the first such programs anywhere in the nation, and involved also the cooperation of a federal agency and a privately-funded organization operating in the city. It provided for loans to be made directly to minority group borrowers from one of the participating banks, with each loan insured by the Small Business Administration.

The Urban Coalition provided administrative direction and staff for this program during its early stages. In August, 1969, responsibility for the program's continued operation was turned over to the Interracial Council for Business Opportunity (ICBO). This was in keeping with the principle that it is the function of the Coalition to initiate and stabilize programs, but not to serve as a permanent operating agency.



Edapco, Inc., founded in Newark through a loan made possible by the Coalition-sponsored program, provides computer and data processing services for small business.

The participating banks are First National State Bank of New Jersey, National Newark and Essex Bank, Fidelity Union Trust Co., The Bank of Commerce (now First Jersey National Bank), and Broad National Bank. These banks, by the spring of 1969, had made loans totaling more than the \$1 million originally allocated. At that time they agreed to add another \$1 million to their commitment.

A wide variety of minority owned business operations have been beneficiaries of this program. Loans have gone to any kind of venture operation which can contribute to community life—grocery, drug, clothing and candy stores, trucking firms, advertising and personnel agencies, home improvement contractors, restaurants, dry cleaning establishments, service stations, and even a medical supply house. The program represents a relatively small beginning when measured against its potential for promoting future economic activity in black and Spanish-speaking neighborhoods, but it is an excellent example of how resources can be used to focus directly on one major community problem.



Marvin's Liquors, left, and T&W Trucking Co., below, were able to expand and strengthen with the help of a minority business loan. Darry Williams, below, right, developed and coordinated program for the Coalition.



THE EBONY BUSINESS MEN'S ASSOCIATION

The Ebony Business Men's Association was established by the Urban Coalition as a non-profit, self-help institution, founded on the principle that it takes more than money to build minority business. It also takes knowhow, ideas and encouragement. Through the Ebony Association, The Coalition sought to give minority businessmen in Newark an opportunity to provide this essential support for one another.

The idea for a minority businessmen's organization was inspired, in part, by the Coalition-sponsored bank loan program.

Also formed was an association of young minority business and professional executives who act as consultants to minority entrepreneurs. Known as the Resource and Development Division of EBMA, these young men and women provide counsel and guidance in such areas as finance, accounting, records keeping, marketing, advertising and public relations.

Through the Ebony Association, retail and service business firms can cut costs through the joint purchase of products and materials. They also can receive aid from the Association in obtaining group insurance and bonding as well as business loans. The EBMA will seek to provide direct financial assistance for members. This would enable them to participate in larger economic projects, such as housing developments and the formation of lending institutions.



Ebony Manor, opened in 1969 as the home of The Ebony Club. The building was purchased with financing from Prudential Insurance Company. Newark's principal commercial banks have provided financing for club's operations.



The Ebony Business Men's Association also has been involved in the establishment of several new business enterprises. The Association helped one of its members launch a successful paper company, which now operates a plant for the collection, packaging and shipment of used newspapers. It assisted in founding one of the first black-owned advertising agencies in Newark and also aided in the opening of an IGA Supermarket, Newark's first black-owned and operated chain supermarket. Additionally, EBMA sponsored a seminar and workshop demonstration in Newark on the opportunities available to members of minority groups in the franchise business.

The latest venture of the EBMA is the formation of the Ebony Club, a social club made up of the business and professional people allied with the Association. A contract has been signed for purchase of the building and property formerly known as the Clinton Manor. To be newly named the Ebony Manor, it will house the Ebony Club.

Lorenzo Pryor, member of the Ebony Association, founded IGA Supermarket, Newark's first black-owned and operated supermarket.

MEDIC ENTERPRISES

Business Serves the Community

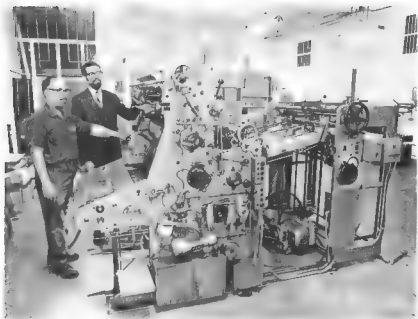
MEDIC Enterprises exemplifies the determination of Newark's black community to forge its own opportunities and future within the American economic system. Founded by the Coalition in November, 1968, MEDIC is an economic development corporation whose mission is the creation of black-owned or Spanish-owned and operated business, either through the formation of new business or the purchase of existing operations. Besides providing the initiative for the organization of MEDIC, the Coalition granted a loan to assist MEDIC in its early stage of operation.

Basic to the conception which MEDIC is founded is the idea that business can be utilized to develop community leadership. Also fundamental, and incorporated in MEDIC's bylaws, is provision for a return of a portion of future profits to the social needs of the community. This might include such non-profit services as day care centers, recreation facilities or employment counseling.

A board of directors composed of leading minority businessmen and leaders of the black and Spanish communities was formed to head MEDIC Enterprises. Evelyn R. Austin was elected president. The corporation received valuable important outside help in getting started. The Economic Development Administration of the U.S. Department of Commerce provided an initial grant of \$75,000. Harvard Business School provided technical assistance through both faculty and graduate students. The New Jersey Department of Community Affairs also provided both financial and technical assistance. In addition, two private business organizations, Hoffmann-La Roche and the accounting firm of Peat, Marwick & Mitchell, donated important staff and technical help.

An important factor in the formation of MEDIC Enterprises was the belief that numerous business concerns now operating in the ghetto have been allowed to decline, partly because of social problems in surrounding, low-income areas. In some cases, there has been alienation between company management and the community. The results have been detrimental to companies, employees, and residents of the area alike.

Such companies often are ripe for revitalization despite stagnation. Markets for their products or services often have grown with the general growth of the economy. In some cases, what is most needed is an infusion of fresh money, management and outlook. MEDIC Enterprises seeks to find such opportunities for the revitalization of business and to provide the necessary initiative and leadership. More jobs, greater family income, lower welfare costs, and new economic hope for many, are the potential benefits.



MEDIC Press was the first business venture founded by MEDIC Enterprises. Thomas Fields, left, manages the printing firm. Elvin R. Austin, right, is president of the parent corporation.

In July, 1969, MEDIC Enterprises formed its first subsidiary corporation, The MEDIC Press, at 28 Washington Street. The establishment of this new firm was aided by the donation of printing equipment by the owner of a printing concern which had ceased to operate. By the beginning of 1970 this printing operation was a growing, active business with the prospect of becoming profitable in the future.

At present, MEDIC Enterprises was actively negotiating for the establishment of three new subsidiary firms through the purchase of existing business operations. All three involve the manufacture of products used by other commercial or industrial firms.

A small beginning, but no smaller than the modest beginnings for manufacture itself in Newark in the 18th century, which led to the development of this city as one of the nation's most active and diversified industrial centers. MEDIC Enterprises is committed to a new phase of economic development which would help retain for Newark its traditional place of leadership in industry and commerce while at the same time providing assistance and training for minority businessmen.

"THE SUMMER THING"

A Program of the

NEWARK RECREATION PLANNING COUNCIL

Without a strong program of recreation for people of all ages in the city, the path of urban social improvement becomes almost impassable. Idle people, young and old, go without challenge, and time which could be spent fruitfully and productively becomes instead time for stagnation. Stagnation means lost opportunity, or even despair.

In the spring of 1969 the Urban Coalition sought to determine Newark's summer recreation and cultural needs and what was being done to meet them. A Coalition study indicated that far too little was being offered, and that programs which were contemplated often overlapped or conflicted, or lacked sufficient funding. There were plenty of ideas, but a shortage of organization, coordination and money.

The Recreation Planning Council was formed in May, through the efforts of the Coalition, as a last-ditch attempt to answer a desperate need. Despite this late start, it brought to Newark a comprehensive, far-reaching recreational and cultural program.

The mission of the Recreation Planning Council was to provide the needed organization and administration. Albert DeRogatis, Vice President of the Prudential Insurance Company and a prominent sports personality, was appointed chairman. Co-chairmen were named to represent the city administration, the community, and the Council of Social Agencies. Staff and additional direction were provided by the Urban Coalition, while both the Greater Newark Chamber of Commerce and the Newark Housing Authority provided an additional full-time staff member each. The Housing Authority also provided office space.



Easier. A line lined with the Recreation Planning Council's provide free Saturday morning rides for ghetto children. More than 400 youngsters experienced the thrill of their first ride in a jet through this program.

Albert DeRogatis, standing, Recreation Planning Council chairman, reviews ideas for summer program with pro football star Gale Sayers, left, and Gustav Henningsburg, Coalition president.



Initially the Coalition evaluated proposals for summer recreational or cultural activity submitted by more than 60 organizations. Each plan was judged on its own merit, on its relationship to the overall program, its educational value, its financial requirements and its practicability. Projects which would have necessitated capital construction expenditures were eliminated. Ultimately, 29 were chosen for funding through the Recreation Planning Council.

The Coalition undertook to find necessary financing for the entire program. The Greater Newark Chamber of Commerce responded by raising nearly \$170,000, while the State Department of Community Affairs granted \$57,000 to the program.

The Recreation Planning Council, in turn, approved grants to the 29 separate projects ranging in amounts from \$1,000 to over \$16,000.

Entitled "The Summer Thing," the program encompassed such diverse activities as street corner theater, Little League baseball, boxing, vacation educational trips for young people, a mobile youth theater, exposure of youth to a variety of musical programs, and other traditional athletic and recreational activities.



Newark Housing Authority participated through its Art intern classes.



Jackson-Hudson Sou. Festival brought weekly concerts to center city neighborhoods. The Coalition's Wenger Wagon served as a portable stage.

To promote interest and participation on as wide a scale as possible, a radio program, "Voice of the Summer Thing" offered daily bulletins on the availability of activity throughout the city, including time and location. The program was carried summer long on radio WNJR as a public service.

In some instances the funds provided through the Recreation Planning Council were counted for only a portion of the total amount needed to carry out a particular recreational program, with the remainder coming from other sources. The Council, however, provided the full amount of funding necessary to fully support most of the activities.

To assure the responsible expenditure of the funds a careful audit of these programs was maintained by the Greater Newark Chamber of Commerce. In addition, the various activities and projects were visited frequently by representatives of the Recreation Planning Council to insure that they are carried through as indicated in their proposals.

It was a "Summer Thing" if expanded to its full potential, on a year-round basis, it could help make Newark "a beautiful thing", throughout the year.

World light heavyweight champion Bob Foster, presents trophies to a winner and runnerup in one of the final bouts of Newark Housing Authority tournaments. Several hundred youngsters participated. Audiences totaled thousands.



Day camp was conducted throughout summer at K. Burn Memorial Church.



Jazz groups performed in the neighborhood streets.



Newark Youth Symphony, featuring professional musicians, gave concert in Military Park as part of all-day arts festival.



N.A.A.P. used Wenger wagon to present Culture Fair at Scudder Homes.

LOVE FESTIVAL 1969



Some 75,000 people were in the crowd in Weequahic Park at Newark's Love Festival 1969. People of all backgrounds joined for a day of entertainment and delight in the park.

How do you stitch together the shreds of a community torn apart by riot and social ferment? Piece by piece.

The creation of jobs and economic opportunity are one part of the challenge and the improvement of health, welfare and social services is another. But there must also be the repair of human feelings and the rebuilding of constructive attitudes toward the world in general. Good will and love for one's fellow man are essential. Recognition of this by the



Some young people made it through the full day, and some didn't

Urban Coalition and the Recreation Planning Council, led to one of the most remarkable events carried out anywhere in America during 1969. It was the "Love Festival," held in Weequahic Park on Sunday, October 5th.

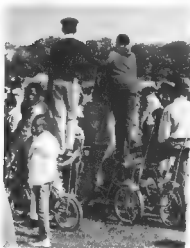
Approximately 75,000 people gathered in that beautiful setting, provided through the cooperation of the Essex County Park Commission, for a day-long program of entertainment and friendship. Some of the numerous performers were products of the Newark community itself, and others were nationally known. All of the day's talent was produced by Tony Lawrence, creator of the famous Harlem Cultural Festivals.

NBC TV, which also participated in the planning and was a co-sponsor of the festival, trained cameras on the crowd and on the stage. What NBC was able to show its viewers on film was the result of a massive and joint effort involving community groups and organizations of every type, representing the poor and the affluent, the radical and the moderate, the young and the old.

It was the Urban Coalition which took responsibility for the overall coordination of this great event. But it was the willing and enthusiastic help of others - individuals and organizations - which made the Love Festival a memorable and successful event in Newark's long history. The business community, social agencies, faculty and students from Newark's colleges, radio announcers and many others chipped in to make Love Festival 1969 a memorable precedent in the city, and one of dramatic contrast to the riots of 1967.

The success of the festival, with its joint participation of many community elements, also dramatized the mission of The Greater Newark Urban Coalition.

Every possible means of transportation was utilized to get to the park for Newark's first Love Festival.



"CONFRONTATION WITH REALITY"



One of the Coalition's earliest projects was to bring a large group of business and government leaders to the ghetto to provide a first hand view of the problems which afflict the inner city. Willie Wright, president of the United Afro American Association, conceived of the tour, and personally guided each of them.



THE COALITION AND THE COMMUNITY

The people of the ghetto community in today's center city have a dream of their own. It is to attain a style and quality of life superior to the depressing existence which now is their lot. A far better way of life is flaunted, tauntingly, before them in the TV programs and ads which they watch, and in much of what they read. Many obstacles separate the center city resident from what is considered a 'normal' life by the standards of the average man. Lack of jobs and family income, unsafe streets, deteriorated homes and inadequate schools, to name only the most obvious.

But the center city needs something more than an attack on these problems. It needs to create what has been defined as the "fabric" of a community. "Community Fabric" is the sum of organizations and activities which insure that a community's needs are being met and its interests safeguarded. A healthy community fabric means a better quality of life for its residents. "Fabric" is self-generated in most of America, but in the stagnated center city, it often must be created through the efforts of others.

The Greater Newark Urban Coalition has devoted a significant share of its efforts and resources toward the development of the substance of community life in Newark's low income neighborhoods. It was another area in which the Coalition's efforts represented only a beginning, but a crucial beginning for the future of the city.

The Coalition's effort took the form of assistance to many community organizations, some of them new, and some already in existence. The idea was to help many civic groups make their own, individual contributions to community improvement. The organizations, in turn, could then find a lasting role in the community, thereby becoming a part of its permanent "fabric".

The Coalition's assistance to such organizations fell into these general categories:

- The loan of staff to meet specific objectives in connection with specific projects
- The provision of certain technical or legal services to particular organizations or the temporary provision of administrative direction for the activities of such groups
- Help for some organizations in finding outside funding essential to the accomplishment of their special community-improvement objectives
- Technical assistance in developing new programs to broaden their service to the community
- Direct loans pending permanent funding from other sources

Over the years, the Coalition played an important part in the raising of more than \$700,000 for the support of numerous activities and projects related to the establishment of a healthy environment for all of the people of Newark.

The Coalition, which necessarily also served as a conduit through which funds could pass from their source to the groups or projects for which the money was actually designated. This was true when legal or technical roadblocks made it necessary to employ a third party as a not profit channel for the distribution of money.

The assistance given by the Coalition to the Community Information and Referral Service (CIRS) offers a clear example of how this organization can make it possible for community groups to become more and more constructive. CIRS was formed in the wake of the riots of 1967. There was a feeling that housing and welfare for thousands in the distressed areas who were without a place to turn for these essential elements of survival. The new service group which arose from within the community was based on a sound idea, but it needed money and staff to carry it out. It was the Urban Coalition which helped make it possible to find them.

The Coalition first helped CIRS to write a plan for service to the community. This proposal led to a substantial grant by a private foundation. CIRS then found that it needed administrative and accounting assistance. Urban Coalition staff was made available, and provided training so that ultimately, CIRS would have the internal capability for these functions. The Coalition also helped CIRS develop a major program for improvement of the criminal justice system, which will get underway very soon.

The list of organizations to which The Coalition has provided services or assistance in one form or another is broad. A day care center here, a businessmen's group there, a drum and bugle corps, a compliant bureau, a community center, a welfare rights group... the list of such organizations is almost endless. Together their effect on community life already has been significant in terms of future potential, however their constructive impact on Newark and its people promises to be enormous.

For a project supported by the Urban Coalition, an organization's program must be clearly defined, so that it can be determined as practical and in the overall community interest. When a proposed project appears impractical, the Coalition may suggest changes, or possible merger with the efforts of another group.

The Coalition does not seek to actively engage in manpower utilization or employment opportunity activities in the city. But once again, its role is to help other organizations with direct responsibilities in these fields, do a more effective job on their own. In Newark a number of agencies work in the manpower field. Their efforts, however, had been marked by overlapping, lack of coordination and a resulting hampering of effectiveness.

The Coalition, in cooperation with the Business and Industrial Coordinating Council, sought to help these organizations operate more successfully. A series of three meetings for their respective chief executives was arranged. Out of these meetings came reactivation of the Comprehensive Area Manpower Planning Service. The overall result was a substantial improvement in the work being done by various organizations in the city to create more employment opportunity and manpower utilization.

Turmoil and ferment are overriding qualities among the action-oriented people of today's American center city. To work with community leadership in the city often means a face-to-face meeting with frustrated discontent. The Urban Coalition did not shrink from its responsibilities where difficult events arose in the city during 1969. One of these was the crisis stemming from the takeover of a building at the Rutgers University Campus in downtown Newark by the Black Organization of Students (BOS).

BOS pressed what they regarded as a legitimate collection of grievances involving the policies of the University, grievances which they believe to be directly related to welfare of the entire community. Authorities at the university approached the problem from the standpoint of the interest of the entire state and the improvement of the educational process in a major, urban center university. The difficulties and differences of viewpoint gave rise to a highly emotional atmosphere. There was tension between police and the community, and the situation was further charged by disruptions which were occurring at the same time at such campuses as Columbia University and San Francisco State.

The Urban Coalition was asked by BOS to intercede. The university, in turn, welcomed this participation, and ultimately the Coalition assisted in finding solutions which appeared to be in the best interests of community, university and students alike.

Another moment of tension occurred in Newark in May as a result of the death of a nine-year old black youth, caused by the weapon of a black police officer. The Coalition worked painstakingly to persuade both community and police that the interests of everyone depended upon restraint on the part of all. A major outbreak of trouble was avoided.



The professional staff of the Greater Newark Urban Coalition meets to consider its program to promote constructive activity throughout the community. From left are, Fernando Zambrana, Janet Foster, Carl A. Venable, Ruth McClain, Dairy Williams and Eugene Muhaw.

FINANCING THE COALITION

This program of widespread involvement in the life of Newark was achieved with small budget and staff in relation to its broad critical mission. The Coalition completed its first 15-months' accounting period on October 31, 1969, within a budget of \$150,000. This included salaries of the full-time chief executive, supporting professional staff of four, full-time clerical staff of four, and certain other part-time or consultant assistance in the achievement of the organization's objectives.

The expenditure of Urban Coalition funds, outlined in the financial statements in this report, was carried out according to procedures set forth by the organization's Board of Directors and appropriately audited by the accounting firm of Touche and Ross.

To meet this expense, money has been raised primarily from business community sources, with some additional funds contributed to the Coalition by religious groups. If the Greater Newark Urban Coalition is to expand its role, in keeping with the great potential for the improvement of life and conditions in our city in the years ahead, the base of financial support for the Coalition must be expanded. In fiscal 1970 alone the Coalition's minimum needs will be about \$250,000, or some \$100,000 more for a period of time that will be three months shorter. Yet the cost is small, in terms of the significance of urban problems to all of American society.

We will need considerably more financial backing, and from many more sources.

Beyond contributions which have been made directly for the operation of the Coalition, large sums have been contributed by numerous individuals, institutions and organizations to the broad range of programs which the Coalition has helped to initiate or sustain.

Auditing services were donated to the Coalition by the firm of Touche and Ross.

STATEMENT OF FINANCIAL ACTIVITIES

Balance January 1, 1969		\$103,716
Revenues:		
Contributions — regular	\$ 80,132	
Contributions — Recreation Planning Council	74,036	
(Summer Program — 1969)		
Interest	<u>2,156</u>	
Total Revenues		156,324
		<u>\$260,040</u>
Expenditures:		
Administration	\$125,421	
Recreation Planning Council	78,207	
(Summer Program — 1969)		
NBC Love Festival, Weequahic Park	12,183	
Total Disbursements		<u>215,811</u>
Balance December 31, 1969		<u>\$ 44,229</u>

The following organizations are among the contributors to The Greater Newark Urban Coalition, Inc:

Prudential Insurance Company of America	Fidelity Union Trust Company
First National State Bank of New Jersey	Mutual Benefit Life Insurance Company
Bamberger's	Howard Savings Institution
Public Service Electric & Gas Company	Jewish Community Fund & Council of Essex County
Studebaker-Worthington, Inc.	General Service Foundation
Hoffmann-LaRoche, Inc.	United States Savings Bank
National Newark & Essex Bank	Hornblower & Weeks-Hemphill, Noyes
Schering Corporation	Ford Foundation
New Jersey Bell Telephone Company	United States Realty Investment Company
Western Electric	Greater Newark Council of Churches
Engelhard Mineral & Chemicals Corporation	New York Life Insurance Company
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THE COALITION AND THE FUTURE

Faced with a task as imposing as the job of restoring health and stature for our city, The Greater Newark Urban Coalition must look forward to years of increased activity and growing challenge to accomplish more than ever. It will be demanded sometimes that we do more than is possible. But the extent of our job, and its seeming impossibility, cannot be allowed to slow our efforts or slacken our determination.

As a primary consideration in our future functions, we will continue to avoid interfering in the effective work being done by others to improve life in Newark. Without the combined efforts of such agencies or institutions as the Greater Newark Chamber of Commerce, the Ebony Business Men's Association, the Newark Housing Authority, the Council of Social Agencies, the Newark Industrial Development Corporation, the United Community Corporation, Interracial Council for Business Opportunity, the Black and Puerto Rican Construction Coalition, the New Jersey College of Medicine and Dentistry, the city's other colleges and universities, its five private hospitals, Mt. Carmel Guild, and myriad other units, the existence of an Urban Coalition would have no meaning.

By marshalling the combined power of all of the sincere and dedicated organizations in the city, and by helping to create others where they are needed, there is nothing we cannot achieve in our city at some future time.

In the near future it is the aim of the Coalition to concentrate in certain fields where it sees the greatest need. Among these will be the problems of housing and building code enforcement, the need for improvements in reform in public welfare, and the development of new approaches to the construction of low-income housing.

The Urban Coalition also will seek to improve on its performance in some of those projects which it has started. The provision of administrative service, along with financial and legal support, to organizations or agencies seeking to operate within the community also in a constructive way, will be broadened. More emphasis will be placed upon the objective of bringing those of opposing viewpoints, and even opposing ideologies, onto common ground, where they can at least communicate.

Above all, the Coalition will work toward a broadening of the base of support which it now has in the city. A Coalition is, by definition, a joining together of diverse elements. The greater the variety of groups, and viewpoints that can be united through the Coalition for any common purpose, the greater the contribution the community can expect from this organization in the years ahead.